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DANISH  
CHAMBER OF  
COMMERCE  
ANNUAL REPORT

2023 - 2024



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# LETTER FROM THE CHAIR

2023 marked the first full year after reduced restrictions and eased visa regulations after COVID. These changes facilitated easier travel for both business professionals and regular tourists.

This positive shift was reflected in numerous high-level visits from the Danish Government to China. Their efforts aimed to bridge the gap created during the pandemic and restore the strong bilateral relationship that Denmark and China have enjoyed for many years.

On a global scale, we observed a decrease in freight costs during 2023, returning to pre-COVID levels. However, challenges emerged with the Red Sea attacks in the end of 2023, leading to a subsequent increase in freight prices. This situation reignited the China derisking debate, emphasizing the interdependence of nations. Regardless of the global scenario, it is evident that collaboration is essential to address challenges collectively. The mantra "think global and act local" remains as relevant as ever.

In 2023, we witnessed a significant increase in business travelers from Denmark to China and a corresponding rise in Chinese visitors to Denmark. This influx played a crucial role in strengthening the relationship between our countries, thereby fostering trade and contributing to economic growth.

DCCC actively participated in strengthening the Sino-Danish relationship and played a key role in advocacy work, skillfully led by DCCC Vice Chair Simon Lichtenberg. The advocacy paper, developed in collaboration with All-China members, became one of the most referenced documents in DCCC's history. Notably, it was even utilized by the Danish Foreign Minister in high-level meetings in China. Recognition from other Chambers in China for this advocacy work is a source of pride for all, and we extend our heartfelt appreciation to Simon Lichtenberg for his outstanding contributions.

Our Secretariat, under the leadership of Anna Lin Yip, is gradually finding its rhythm and instilling more structure into operations. This is particularly crucial for an organization with three chapters spread across such a vast area and engaged in numerous activities. While there is still work to be done, Anna and her team have significantly enhanced exposure and value for our members. We eagerly anticipate their continued strong efforts in 2024.

DCCC's collaboration with the Embassy of the Kingdom of Denmark and Consulates, the Sino-Danish Centre for Education & Research (SDC), and Danish-Chinese Business Forum (DCBF) on the Quarterly Business Outlook has been fruitful, providing valuable insights and fostering better understanding between business entities in China and Denmark. This collaborative effort will persist in 2024.



DANISH CHAMBER OF  
COMMERCE IN CHINA  
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Our training program in 2023 covered a broad range of up-to-date and relevant topics, attracting numerous participants. Some topics will remain part of the offering due to their perennial relevance, while others will be added based on evolving situations and member demands. The "Greener Together" initiative in 2023 was a resounding success and will undoubtedly continue to be relevant.

Social events and company visits received high praise in member feedback. These will remain a priority in 2024, featuring key events such as Danish Summer Night, Business Person of the Year Gala, Sankt Hans, and, of course, the very traditional Christmas party aka Julefrokost.

A heartfelt thanks to all our members for their active participation and support. Special appreciation goes to the All-China members, who not only provide support but also contribute significantly to our round table discussions. Their inputs are valued and influence our advocacy work.

The volunteer-driven national board and the three chapter boards deserve special recognition for their dedicated contributions. We express our gratitude to each board member for their commitment, as their support is instrumental in allowing the secretariat to grow and offer increased value to our members.

On behalf of the boards, we consider it an honor to serve the Danish businesses and community in China. We pledge to continue striving towards our vision: facilitating meaningful connections, best practices, and events that have a significant positive impact on our members in China.

Jan Laegaard Broni  
Danish Chamber of Commerce in China  
DCCC South Chair and National Chair

Peter Glinvad  
Danish Chamber of Commerce in China  
DCCC North Chair and National Vice Chair

Simon Lichtenberg  
Danish Chamber of Commerce in China  
DCCC East Chair and National Vice Chair

Anna Lin Yip  
Secretary General

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# 2023 IN REVIEW

DANISH BUSINESS OUTLOOK  
ADVOCACY  
KNOWLEDGE  
SOCIALS & NETWORKING  
TRAININGS  
COMPANY VISITS  
BUSINESS PERSON OF 2023

# 2023 QUARTERLY DANISH BUSINESS OUTLOOK ON CHINA

The Danish Business Outlook on China (or DBOC) Index is a joint initiative of the Embassy of the Kingdom of Denmark in Beijing, the Danish Chamber of Commerce in China (DCCC), the Danish-Chinese Business Forum (DCBF) and the Sino-Danish Center for Education and Research (SDC). DBOC is a quarterly index tracking changes in short-term outlook of the Danish business community regarding China. All participating companies have a Danish CVR number and are either members of DCCC or DCBF.

## **Q1, April 2023 | DBOC Index 54.8**

In Q1 2023, the DBOC Index saw a significant upswing, reaching its highest point in nearly two years. Danish companies active in China reported improved short-term outlooks, notably in sales, manufacturing, procurement, and research & development. Despite concerns over de-risking and reduced investment plans, the overall sentiment remained positive. Respondents in China displayed a more optimistic outlook compared to those in Denmark. Both small and large companies expressed positive short-term outlooks, largely propelled by enhanced sales to China.

## **Q2, July 2023 | DBOC Index 50.5**

In July 2023, the DBOC Index maintained a positive short-term outlook for Danish companies in China, albeit decreasing in the last quarter. Persistent concerns regarding security risks and varying responses among respondents were noted. Sales continued to be the driving force behind the improved outlook, while research and development indicated a decline. Four out of six sectors reported enhanced outlooks, with Environment & Water consistently leading. Respondents in China remained more optimistic than those in Denmark, with large companies sustaining a positive short-term outlook, while SMEs experienced a slightly less positive one. The impact of the revised anti-espionage law in China elicited mixed responses, with over half expecting unchanged security risks.

## **Q3, September 2023 | DBOC Index 47.1**

In September 2023, the DBOC Index witnessed a decline in the overall short-term outlook for Danish companies in China, marking the first negative territory this year. Both large companies and SMEs, along with respondents in Denmark and China, experienced this downturn. Sales remained a crucial driver but in a negative direction. While half of the sectors maintained a positive outlook, with Environment & Water consistently leading, Logistics, Lifestyle, and Health contributed to a negative trend. Respondents in China reported a negative outlook for the first time in 2023, aligning with those in Denmark. Both large companies and SMEs indicated a deteriorating short-term outlook, with differing drivers.

## **Q4, December 2023 | DBOC Index 49.6**

In Q4 2023, the Danish Business Outlook on China (DBOC) Index showed an overall increase in the short-term outlook of Danish companies compared to the previous quarter, although remaining in negative territory for the second consecutive quarter. The improved outlook was driven by China as a market for procurement, reaching positive territory. Despite sectoral variations, energy maintained the highest positive score. Respondents in Denmark re-entered positive territory, while SMEs showed a notable increase in their short-term outlook, entering positive territory in Q4. The survey also evaluated the framework conditions for a green transition in China, with mixed responses from respondents.



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# ADVOCACY

In 2023, DCCC's advocacy, led by Vice Chair Simon Lichtenberg, achieved significant impact. DCCC wrote an advocacy paper containing 8 points and recommendations, which were established during an All China C-suite Forum "C-Table" meeting in March; this letter was sent to key entities, influencing the State Council's guidelines for Foreign Investment. Productive meetings with MOFCOM, CCPIT, IDCPC, Shanghai Vice Mayor, and Zhejiang Vice Governor resolved specific issues. Active participation in events like CCPIT, CIFTIS, CIIE 6, BRF III, CISCE, and Chambers-organized gatherings showcased our commitment. During visits by the Danish Foreign Minister and Minister of Industry, Business and Financial Affairs, the 8 points were instrumental in Chinese counterpart discussions with the Vice President, Ministers, State Councilors, and other stakeholders.

**Outlined below are the 8 key points:**

1. Investor Confidence and Europe's Perception of China
2. Coordination of Cross-Province/City Registrations, Tax Implementation, and Talent Mobility
3. Transparency in Government and SOE Procurement Standards
4. Transparency and Implementation of IPR Regulations
5. Transparent Implementation of Product Standards and Market Approvals
6. Transparency in Decarbonization and Green Energy Trading Rules
7. Transparency in Data Security Rules and Implementation
8. Retention of IIT Benefits for Expatriated Employees






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# BUSINESS KNOWLEDGE UPDATES & DIRECTIVES

DCCC organizes relevant courses, roundtables, work groups and events by industry leaders that keeps our members updated with relevant knowledge that enables you to continuously develop your competitive advantage in China.

## HIGHLIGHTS

Greener Together, a Nordic-China dialogue on low carbon neutrality  
 Directives on labor dispute, tax for SMEs and Counter-Espionage Law  
 Outlook on China and Asia's growth and its implications for Danish companies  
 Nordic Marketing Day, advice for Danes worldwide and predictions for COVID in China.





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# SOCIAL EVENTS & NETWORKING

Social events and networking are pivotal to DCCC, essential for fostering collaboration within its community. DCCC hosts a variety of social events, providing members with relaxed settings to build connections. Emphasizing networking, the chamber organizes events like business breakfasts and exclusive gatherings, facilitating professional connections and collaborations. To ensure confidentiality, DCCC also hosts member-exclusive events, reinforcing its commitment to creating a vibrant and supportive ecosystem for professionals in China. These initiatives underline DCCC's dedication to promoting meaningful connections beyond formal business engagements.

## HIGHLIGHTS

- Danish Summer Night at the Embassy of the Kingdom of Denmark
- Traditional Christmas dinners in Shanghai, Shenzhen and Beijing
- Business Person of the Year award gala
- Business Reception with Danish Minister of Foreign Affairs





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# TRAINING COURSES

DCCC provides essential training courses in both Chinese and English, recognizing continuous learning as integral to success within Danish business ethos. These courses empower our members to excel in relevant areas, fostering their professional growth and ensuring they remain at the forefront of their fields.

## HIGHLIGHTS

Leadership Training  
Danish Work Culture Training  
Sales Training and Manpower Cost Control





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# FACTORY & COMPANY VISIT

After the challenges posed by COVID-19 and restricted access, DCCC was pleased to resume company visits, offering members the opportunity to engage with industry forerunners and exchange best practices once more, revitalizing our commitment to knowledge sharing and networking.

## HIGHLIGHTS

Rockwool in Guangdong  
Novo Nordisk and Vestas in Tianjin  
Jabra and Linde in Xiamen  
Douyin and Microsoft in Beijing



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# BUSINESS PERSON OF THE YEAR 2023

The Business Person of the Year award is a prestigious recognition bestowed upon individuals who have made outstanding contributions to the Danish business community in China. Thank you to the sponsors of this year's award gala, held at Fotografiska in Shanghai: Danfoss, Georg Jensen, Grundfos, Maersk, Novo Nordisk, Vikinor and Saxo.

## **Michael Mantzius Andersen - DCCC Business Person of the Year 2023**

Michael Mantzius Andersen, Asia Sales Director at Hoyer Motors, earns the 2023 Business Person of the Year title. Instrumental in Hoyer's notable sales growth and market diversification, Michael and the management team fostered an empowered and values-driven culture. Upholding humility, equality, and collective success, their team-centric approach defines Hoyer's rapid growth and unwavering dedication to excellence. Michael Mantzius Andersen's leadership embodies inclusivity and hands-on guidance, contributing significantly to Hoyer Motors' remarkable success.

## **Allan Svejstrup Nielsen - DCCC Entrepreneur of the Year 2023**

Allan Svejstrup Nielsen, Founder and CEO of Jabbr Technologies ApS, is a visionary entrepreneur and AI enthusiast transforming combat sports. Leading Jabbr's mission to bring fairness through AI, Allan secured a 5 million DKK seed round, enabling expansion. His unique AI expertise in combat sports garnered attention, potentially revolutionizing the global industry. Operating in both Copenhagen, Denmark, and Shenzhen, China, Allan's innovative prowess places both countries on the map in sports tech. An entrepreneurial force, he elevates Danish-Chinese innovation onto the global stage.

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# OUTLOOK 2024

As we embark on a new year, DCCC is enthusiastic about curating a twelve-month journey dedicated to elevating value, fostering meaningful connections, and providing steadfast support for the continued growth and prosperity of Danish businesses operating in China.

## **Member-Centric Approach**

Our commitment to being highly member-centric and value-driven is at the core of our mission. Through an insightful survey, we sought input from our community to understand their priorities. The resounding response highlighted the importance of staying abreast of the business environment and relevant legal directives for Danish businesses, along with a strong desire for engaging social events and industry-focused gatherings.

## **Knowledge and Insights**

To address these needs, we plan to employ a multifaceted approach. Leveraging talks, panel discussions, and company visits, we aim to provide our members with not only access to expert knowledge but also practical insights crucial for navigating the intricacies of the Chinese market effectively. The emphasis will be on delivering valuable content that adds tangible value to our members' operations.

Recognizing the diverse locations of Danish companies in China, we aspire to broaden our reach beyond main city centers. By establishing a presence in clusters of Danish businesses, we aim to create a more accessible network, fostering stronger connections and collaboration among our members.

In essence, our outlook for 2024 is rooted in a comprehensive strategy to create a dynamic and inclusive platform for our members. By actively responding to your needs and aspirations, we strive to solidify the chambers role as a vital resource, advocate, and catalyst for the success of Danish enterprises in China.



# 2023-2024 BOARDS OF DIRECTORS

Gratitude is extended to the boards of directors, representatives from DCCC member companies who, on a voluntary basis, guide the events and initiatives of DCCC. They play a pivotal role in setting the strategy and providing oversight to the Secretariat.

## DCCC NATIONAL BOARD OF DIRECTORS



**Jan Læggaard Broni**  
CHAIR  
Alurehab



**Simon Lichtenberg**  
VICE CHAIR  
Trayton



**Peter Glinvad**  
VICE CHAIR  
SKOV



**Ann Sophie de Meester**  
TREASURER  
Acclime



**Anne-Sophie Zerlang Karlsen**  
Maersk



**John Markmann**  
Grundfos



**Stefano Censi**  
Georg Jensen



**Simon Grolin**  
Westpack



**Morten Høstrup**  
Individual



**Thomas Østrup Møller**  
HONORARY BOARD MEMBER  
Embassy of the Kingdom of  
Denmark to China

## DCCC NORTH CHAPTER BOARD OF DIRECTORS



**Peter Glinvad**  
CHAIR  
SKOV



**Chris Cui**  
VICE CHAIR  
Kopenhagen Fur



**Anders Ellemann**  
TREASURER  
Cryosphere



**Michael Madsen**  
SECRETARY  
Danfoss



**Stefano Censi**  
Georg Jensen



**Jens Høyer**  
Lundbeck



**Jingjing Ma**  
Nordiq



**John Markmann**  
Grundfos



**Zhan Hu**  
LEGO



**Klaus Petersen**  
LaneHouse



**Emily Luo**  
Velux



**Kathrine Lindegaard**  
Novo Nordisk



**Morten Kruse**  
HONORARY BOARD  
MEMBER  
Trade Council



**Morten Laugesen**  
HONORARY BOARD  
MEMBER  
SDC

## DCCC EAST CHAPTER BOARD OF DIRECTORS



**Simon Lichtenberg**  
CHAIR  
Trayton



**Ann Sophie de Meester**  
VICE CHAIR  
Acclime



**Tony Wang**  
TREASURER  
Nordic Match



**Andreas Hyldahl**  
SECRETARY  
Nordea



**Anne-Sophie Zerlang  
Karlsen**  
Maersk



**Christy Chen Møller**  
CBTravel & Event



**Lotte Norgreen**  
Vikiner



**Michael Madsen**  
Danfoss



**Poul G. Kristensen**  
WE Dragons



**Mikael Winther**  
HONORARY BOARD MEMBER  
Consulate General Shanghai

## DCCC SOUTH CHAPTER BOARD OF DIRECTORS



**Jan Lægaard Broni**  
CHAIR  
Alurehab



**Michael Schjerbeck  
Jensen**  
VICE CHAIR  
F&H Group



**Jesper Andersen**  
TREASURER  
Safe & Care Co.



**Martin Vejling Andersen**  
SECRETARY  
LINAK



**Carsten Lindkvist**  
Coloplast



**Claus Faltum**  
Coloplast



**Morten Høstrup**  
Individual



**Simon Grolin**  
Westpack



**Søren Bindsbøll**  
HONORARY BOARD MEMBER  
Consulate General Guangzhou

# DCCC SECRETARIAT



**Anna Lin Yip**  
Secretary General



**Bitten Kirk Nielsen**  
East Area Manager



**Weiyu Chen**  
Finance & Administration



**Cindy Guo**  
Communication &  
Marketing



**Rocky Liu**  
Membership & BD



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COMMERCE IN CHINA  
中国丹麦商会

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# COLLABORATIONS



MINISTRY OF FOREIGN AFFAIRS  
OF DENMARK  
*Denmark in China*

DCCC is honored to invite representatives from the Danish Foreign Ministry as honorary board members on both its national and local boards of directors. This close collaboration fosters synchronized efforts to support Danish businesses and citizens in China, particularly in advocacy initiatives, organizing industry-specific events in conjunction with the Trade Council, and providing a framework for annual general meetings and social gatherings.



**DCBF**

丹中商会 DANISH-CHINESE BUSINESS FORUM

The purpose of Danish-Chinese Business Forum is to promote exchange of information and contacts among Denmark-based companies, organizations, top executives and managers who have Danish-Chinese commercial interests. DCCC and DCBF work closely together on monthly webinars. DCBF is based in Copenhagen, Denmark.



SWEDCHAM.CHINA  
中国瑞典商会

**FINNCHAM**



**NBA**  
CHINA

We also had a wide collaboration with SwedCham, Norwegian Business Association (NBA), FinnCham and co-organized a dozen of quality activities such webinars and training programs.

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# VISION & MISSION

The objectives of the Danish Chamber of Commerce in China are to promote, study and advance commercial and industrial relations, investments and trade between Denmark and China.

The Ministry of Commerce (MOFCOM) approved the formation of the Danish Chamber of Commerce in China on October 8, 2000, at the recommendation of the China Council for the Promotion of International Trade (CCPIT). The Chamber registered on December 21, 2000 with the Ministry of Civil Affairs (MCA).

In 2021 the Danish chambers of commerce in North, East and South China united into one national Chamber. DCCC is one of 17 official chambers of commerce in China.

## **VISION**

Facilitate meaningful connections, best practices and events that have a significant positive impact for our members in China.

## **MISSION**

To be a highly member-centric and value-driven chamber of commerce - empowered by our community.



DANISH CHAMBER OF  
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中国丹麦商会

# DCCC FINANCE

DCCC is a non-profit, membership fee-based organization. Revenue streams of DCCC come in the shape of three different categories: memberships, activities and sponsorships.

All revenue that DCCC receives is utilized with the purpose to provide the best quality services for its members, by sustaining the Secretariat team, utilizing service provider platforms to support the operations and activities, as well as to maintain the quality of our events and initiatives. DCCC is not a government-funded organization.

DCCC gets its funding mainly through three channels:



## MEMBERSHIP

DCCC sustains itself through membership fees paid by its member companies. These fees contribute to the organization's operational and administrative costs, enabling it to provide essential services, support, and networking opportunities to its members.



## EVENTS

DCCC organizes a variety of activities, including events, training courses, seminars, and webinars. Participants pay fees to attend these programs, which not only serve as an additional source of revenue for the chamber but also offer valuable insights, networking opportunities, and skill development for the business community.



## SPONSORSHIPS

Large-scale events organized by DCCC often seek sponsorships from businesses looking to enhance their visibility and support the chamber's initiatives. Sponsorship funds are typically earmarked for specific events and contribute to their successful execution, while also promoting the sponsoring companies within DCCC community.



# WHY DCCC?



## INFLUENCE

Have a voice by serving on a chamber committee and joining our board of directors.



## LEARNING

Gain a competitive edge with access to educational and Informative knowledge sharing



## NETWORKING

Strengthen your network with over 180 members companies and associates



## GROWTH

Build your business and network alongside an ambitious and growing chamber across all China.



## LEADERSHIP

Train your local staff through seminars, work groups and member exclusive training programs.



## CREDIBILITY

Show support for local and civic engagement by joining a strong & longstanding chamber



## VISIBILITY

Stand out and be noticed in the Danish business community.



## SAVING

Enjoy members-only offers, and partake in events at lower rates.



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**DO YOU MAKE  
FULL USE OF  
YOUR  
DCCC  
MEMBERSHIP?**

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# IMMERSE YOURSELF IN THE CHAMBER'S VIBRANT COMMUNITY

As a member centric chamber, we encourage our members to engage in a variety of ways, including:

## **PARTICIPATE IN ADVOCACY**

Attending C-suite gatherings  
Representing the DCCC at governmental meetings  
Voice yourself and get heard at government levels.

## **JOIN KNOWLEDGE SHARING EVENTS**

Encourage your team to join our up-skilling knowledge events as participants or speakers  
Share expertise or keep being updated from the industry leaders  
Host DCCC members for a company visit  
Use DCCC's wide offer on training courses to keep learning.

## **MARKETING THROUGH DCCC**

Partner with us organizing events and market your brand.

## **BUILD NETWORK IN SOCIAL EVENTS**

Join DCCC's social events as participants or sponsors, to expand your local, Danish, Nordic, and global network.

# ALL CHINA MEMBERS AND GOLD PARTNERS

## ALL CHINA MEMBERS



## GOLD PARTNERS



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# FOR YOU AND YOUR TEAM

DCCC is an inclusive organization for you and your team. Stay connected by following our WeChat and subscribing to our email updates. This will ensure that everyone on your team has access to the valuable resources and networking opportunities provided by DCCC. Email us on [mail@dccc.com.cn](mailto:mail@dccc.com.cn) to be added to our mailing list.

WEBSITE  
[www.dccc.com.cn](http://www.dccc.com.cn)

WECHAT



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[www.linkedin.com/company/danish-chamber-of-commerce-china](http://www.linkedin.com/company/danish-chamber-of-commerce-china)

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